

EXHIBIT 37

Message

From: Stephanie Ruhle (BLOOMBERG/ NEWSROOM:) [sruhle2@bloomberg.net]
Sent: 4/21/2015 12:06:09 PM
To: KP13 [/O=UNDERARMOUR/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Kp13]
Subject: Re: can we discuss....
Attachments: image1.PNG; ATT00001.txt

I'm looking now
Heading to do a live event- I have to give a speech and I am unprepared

You are 100% right-- its a bad headline and bad practice
I am committed to changing it on my side of the house (tv)..and then through envy admiration or shaming (hopefully) others will follow suit

Sent From Bloomberg Mobile MSG

----- Original Message -----
From: Kp13 <kp13@ua.com>
At: 4/21/2015 12:01

Check out the UA headlines from Bloomberg

Exhibit
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